

**18TH ANNUAL INTERNATIONAL PLANNING CENTER METHODS (PCMs) CONFERENCE
TAKING STORYBOARDING TO POWERPOINT, COLLEGE, MICROBUSINESS, & ENTREPRENEURS**

For additional details or to learn more about this exciting event –

Call (602) 997-6966 or

FAX (602) 997-9776 24 hours daily.

E-mail: JNorman50@aol.com

To JOIN Us...

- ✓ Check your calendar and the Agenda – Schedule yourself for the Meeting.
- ✓ Determine the events you want to attend. (Paid in advance)
 - Entire Conference (Friday and Saturday)\$195
 - Friday only: (May 7, 2004).....\$145
 - Saturday only: (May 8, 2004)\$125

If you must pay after the meeting, add \$50 to each of the above.

- ✓ If you have special requirements, register and telephone us at (602) 997-6966

- ✓ Complete the Registration Form below.



Mail completed Registration Form with your payment to:
Norman & Company, Ltd.
P.O. Box 82181
Phoenix, AZ 85071

Act Promptly. Space is limited to 100 participants.



Please make all checks payable to Norman & Company, Ltd.

Clip and return

18TH ANNUAL INTERNATIONAL PLANNING CENTER METHODS (PCMs) CONFERENCE

REGISTRATION FORM

Your Name _____

Your Organization _____

Address _____

City, State, Zip _____

Phone: (____) _____ FAX: (____) _____ E-Mail: _____

I will participate in (check one):

- | | |
|---|--|
| <input type="checkbox"/> Entire Special Meeting (Friday and Saturday).....\$195 | <input type="checkbox"/> I have special requirements and will telephone you. |
| <input type="checkbox"/> Friday only (May 7, 2004)\$145 | <input type="checkbox"/> I must pay after the meeting (add \$50 per event). |
| <input type="checkbox"/> Saturday only (May 8, 2004)\$125 | <input type="checkbox"/> My/Our check for \$ _____ is enclosed. |



Norman & Company, Ltd. Presents

**18TH ANNUAL INTERNATIONAL
PLANNING CENTER METHODS (PCMs)
CONFERENCE**

**TAKING STORYBOARDING TO
POWERPOINT, COLLEGE, MICROBUSINESS,
& ENTREPRENEURS**



Keynote Speaker: DON CARDON, Entrepren-

Topics InThisConference:

Friday

- 9am VISION FOR THE COLLEGE
- 9:30 KEYNOTE- PHOENIX FUTURES
- 11am MBA-STORYBOARDING AS TOOL
- 11:30 TOUR CAMPUS & LUNCH
- 1:30 ADVANCED POWERPOINT
- 3:30 MICROBUSINESS PLANNING

Saturday

- 9am VIDEOCONFERENCE FROM CHINA
- 10am BRAIN RESEARCH & VISUALS
- 11am GROUP CONVERSATION

May 7 and 8, 2004 9 AM
Lecture Hall
College of Business &
Professional Studies
Grand Canyon University
3300 W. Camelback Road
Phoenix, Arizona

About Planning Center Methods

Planning Center Methods (PCMs) are environments, processes, and tools which dramatically increase the productivity of meetings, projects, and organizational development. These methods often save over 50 percent of the typical time and costs associated with these three activities. The use of these methods continues to grow throughout business, industry, nonprofit and government organizations. This year's program will focus on the TAKING STORYBOARDING TO POWERPOINT, COLLEGE, MICROBUSINESS, & ENTREPRENEURS, in a year where the non-profit organization formed in 2000 concerned with Creative Planning Centers was expanded to over 130 members, who were virtually all those involved with the development of PCMs over the years.

The primary tool of PCMs is called Storyboarding. Invented by Walt Disney in 1928, Storyboarding continues to expand and improve. The Phoenix Creative Planning Center is the leader in Storyboarding research, development, and implementation. The Center's seven-module PCMs Master Program of Training is constantly expanded and enhanced. Recent efforts have been to upgrade the courses for the college level, to create new Storyboarding products, and to move Storyboarding more into the computer, especially PowerPoint.

18th Annual International Planning Center Methods (PCMs) Conference

TAKING STORYBOARDING TO POWERPOINT, COLLEGE, MICROBUSINESS, & ENTREPRENEURS

Friday, May 7, 2004

AGENDA

9:00 – 9:30 am VISION FOR THE COLLEGE

- **David Braaten, Ph.D.** - Host and Dean of the College of Business & Professional Studies at Grand Canyon University will explain the Vision for the College of Business & Professional Studies and how PCMs will be taken into the College.

9:30 – 11:00 am KEYNOTE - PHOENIX FUTURES

- **Don Cardon** - *Phoenix Futures*. One of the key players in the latest re-development plan for downtown Phoenix will share insights on developing his concept, showing it to civic leaders Jerry Colangelo, Ken Kendrick, and others, how it is progressing, and his vision of the future Phoenix.

11:00 - 11:30 am MBA - STORYBOARDING AS TOOL

- **Brian Rowland** - *Applying Storyboarding as a Tool*. This top StoryBoarder and recent MBA, who took all seven of the new updated college level Storyboarding courses and implemented Advanced PowerPoint concepts at Rowland Companies, will share his insights of how the Storyboarding tool will be utilized, and will show his Advanced PowerPoint presentation (with Bob Lane).

11:30 am - 1:30 pm TOUR CAMPUS & LUNCH

1:30 – 3:30 pm ADVANCED POWERPOINT

- **Bob Lane** - *Advanced PowerPoint*. Graphic artist, PhotoShop, and PowerPoint expert Bob Lane will show participants Advanced PowerPoint and Relational Presentations.

3:30 – 5:00 pm MICROBUSINESS PLANNING

- **Marshall Northington, Ph.D., Myrna Johnson, John DeLasaux** - *Planning for Microbusinesses*. The three authors of *Small Business Planning Guide* will explain its application.

6:30pm - Closing

- An evening of dialogue and networking (Optional)

Saturday, May 8, 2004

AGENDA

9:00 - 10:00 am VIDEOCONFERENCE (CHINA)

- **Steve Epstein** - *The Work Harbor Concept*. One of the most brilliant researchers in Creative Planning Centers, and COO of Phoenix Rising International with products being developed globally, will share his concepts for work spaces at home, office, and in the Tech Oasis, especially his new Work Harbor Concept. At publication, Steve is scheduled to be in China, and will broadcast his insights from there.

10:00 – 11:00 am BRAIN RESEARCH & VISUALS

- **Bob Lane** - *What Brain Research and Multiple Intelligences Theory Mean For Our Communication with Computer Graphics, PhotoShop, and PowerPoint*. Experienced graphic artist, expert on Microsoft computer programs, world-class researcher on MS PowerPoint, expert on Adobe PhotoShop, inventor of Relational Presentation (plus Presentation Networks and Relational Presentation Dynamics) will share insights on his current research about the brain and multiple intelligences theory.

11:00 – Noon GROUP CONVERSATION

- Speakers in panel and participants discuss and focus on the conference.

Noon – 1:00 pm

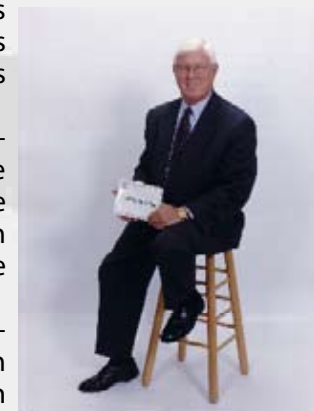
- **Jim Norman** - *How We Will Use The Topic*. A n - nual creative meeting designed to be an intense session on the topic for implementation in the next year (Optional)

Your Meeting Leader

Jim Norman is one of the nation's leading experts in visual planning methods. His skill in designing, leading and reporting techniques to document group thinking is enhanced by the use of Planning Center Methods including Storyboarding. Jim has worked for over 30 years in his Phoenix CPA consulting firm, founded in 1953.

After last year's conference, he took a schematic on the productization of Storyboarding for review with top StoryBoarders around the country. It was decided that he should update the seven StoryBoard courses for the college level, which he did in the Summer and Fall, 2003. It was also decided that he should use the computer program PowerPoint for Storyboarding work, which he pursued from September, 2003 to the time of this conference.

Along the way, Jim helped David Braaten, Ph.D., dean of the Grand Canyon University College of Business and Professional Studies plan for a new foundation. Jim also continued to admire the work of Don Cardon with the planning for Downtown Phoenix. He brings all the elements of the year to this conference.



Your Speakers



Brian Rowland and Don Cardon



John Delasaux,
Marshall Northington, Ph.D.,
Myrna Johnson

DON CARDON

Owner of Cardon Development Group in Phoenix, Arizona. Former Deputy Housing Director of the City of Phoenix. Expert in affordable housing.

BRIAN ROWLAND

CPA, formerly with KPMG, now V.P. CFO of Rowland Companies, a regional construction management firm. Recent MBA from W.P. Carey School of Business at Arizona State University.



MARSHALL NORTHINGTON
Psychologist in Tucson specializing in Family Businesses. Author of *Managing the Family Business*. Formerly with the Ford Foundation.

MYRNA JOHNSON
Microbusiness owner of Samet Soaps in Phoenix. Long career in technology. Outstanding work for Future Cities competition in the U.S.

JOHN DELASAUX
Owner of Inlynx computer networking microbusiness in Phoenix. Long career in aerospace and technology



Bob Lane

BOB LANE

Owner of Presentations from Scratch in Tucson, Arizona. Graduate from University of Arizona with BS in Physics. Worked at the University in a funded program on "Multiple Intelligences," where he adapted the presentations to PowerPoint



Steve Epstein and family

STEVE EPSTEIN

COO of Phoenix Rising International, in Tempe, Arizona, specializing in new product development worldwide. MBA from UCLA. Submarine officer in the U.S. Navy. Long career in technology.

LOCATIONS AND ACCOMMODATIONS

GRAND CANYON UNIVERSITY
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Phoenix, Arizona
College of Business & Professional Studies
Dean's Office: (602) 589-2862

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1 (800) 950-0086

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